First National
ONE
PICTURE
First National
First National
VITAPHONE
First

STOP

judging by the old method —tear away from former records or performances— FIRST NATIONAL gives you a new standard—a new conception of the scope of motion pictures.

Key your viewpoint to the levels of new day progress and step to envied leadership with FIRST NATIONAL'S

35 ~ALL TALKING ~SINGING COLOR PRODUCTIONS!

7 ROADSHOWS

8 SPECIALS

20 BOX-OFFICE HITS

Not one ordinary picture but every attraction keyed to the limit of your box office possibilities. In the following pages we give an insight to the strongest aggregation of values you have ever received from

FIRST NATIONAL

THINK

THINK! of what First National gives you!—when you can offer 35 Biggest Size pictures in one season—every attraction a special to the last word.

THINK! of the pictures which have done the most for you in the past—and you think of FIRST NATIONAL!

Leaders we are! Leaders we stay! —with this group of amazing values so rich in box office—so strong in star names—so outstanding in stories and ideas! ▲ ▲ *only*

FIRST NATIONAL

First National VITAPHONE Pictures

can offer ~

COLOR, VITAPHONE, STAR NAMES, STAGE STARS, GREAT BOOKS, GREAT PLAYS, 100% TALKING—

35 EXTRA SIZE ATTRACTIONS!

FIRST NATIONAL
When stars like—
COLLEEN MOORE
RICHARD BARTHELMESS
MARILYN MILLER
CORINNE GRIFFITH
IRENE BORDONI
BILLIE DOVE
ALICE WHITE
JACK BUCHANAN
EDDIE BUZZELL
LOIS WILSON
DOROTHY MACKAILL
LEATRICE JOY
JACK MULHALL
JOE E. BROWN
are seen in
COLOR
the world is at your door!
First National
VITAPHONE Pictures
FIRST NATIONAL
puts you in the front money ranks with the radiant magic of color. Steps ahead—you'll get pictures of Lilac Time, Weary River and Barker calibre in flashing, thrilling TECHNICOLOR—first and foremost of all color devices.
Just like VITAPHONE built your grosses to unheard of proportions so
FIRST NATIONAL'S TECHNICOLOR
pictures will carry your theatre intake to newer heights than ever before.
WILL BRING YOU THE RADIANT MAGIC OF
COLOR

EVERY PICTURE WILL BE · · · · · ·

100% TALKING SINGING

Now you can offer all the FIRST NATIONAL stars—and great stage stars besides

TALKING
SINGING
DANCING

100% THROUGH ALL THE GREAT FIRST NATIONAL-VITAPHONE PICTURES!

Add to FIRST NATIONAL'S star strength—story strength—TECHNICOLOR and BIG SIZE productions—100% TALKING, SINGING, DANCING—and you have a buy that's

IRRESISTIBLE!

First National
VITAPHONE Pictures

STARS

Names that are known wherever Films are shown!

The world's greatest talking—singing—motion picture stars—they hold a better record for consistent performances than any other set of players in the world.

Attractions released by this company will have the added appeal of one or more of these nation famous personalities.

FAMOUS STORIES

SON OF THE GODS
best selling novel by Rex Beach — in its fourth edition.

PLAYING AROUND
by Vina Delmar, Author of "Bad Girl"

A MOST IMMORAL LADY
starred Alice Brady in New York for two seasons.

P A R I S
New York Comedy — two seasons on Broadway and then First National grabbed it.

FOOTLIGHTS AND FOOLS
The Great College Humor Story.

NO, NO, NANETTE
Internationally famous musical comedy success.

H A R D T O G E T
By Edna Ferber, author of "Show Boat" "So Big", "The Royal Family."

S A L L Y
Ziegfeld's greatest success will be another First National triumph.

THE WOMAN ON THE JURY
from A. H. Wood's well-known stage success.

B A C K P A Y
by Fanny Hurst, author of Humoresque and many other great stories.

THE GREAT DIVIDE
One of the best known American plays. This will have a musical outdoor background.

THE CARELESS AGE
Broadway stage success. One of the most unusual stories ever written.

THE ISLE OF LOST SHIPS
Sensational best selling story of the Sargasso Sea — most unusual theme ever put into Talking pictures — from the novel by Crittenden Marriot.

L O O S E A N K L E S
by Sam Janney — as a play it wowed Broadway. Great comedy chance with lines that made meat for all the columnists.

SONG OF THE FLAME
The glorious musical extravaganza originally produced by Arthur Hammerstein. This gives production possibilities and musical chances never before attempted in audible films.

F A S T L I F E
Play by Samuel Shipman and John B. Hymer — ran for great season on B'way.

T H E F U R I E S
from the great play by Zoe Akins

SPRING IS HERE
Great current Broadway musical comedy hit — with the songs "There's a Song in My Heart" and "Yours Sincerely"

The greatest best sellers and plays of America's best selling popular authors are yours when you buy First National-Vitaphone. Such tremendous stage successes — such powerful novels made into richer, stronger, surer attractions than ever before. Big stories — the kind that key houses fight over — the kind that make theatre reputations. — That's the kind you will get from FIRST NATIONAL this year.

16 S T A G E SUCCESSES

19 G R E A T PUBLISHED STORIES

First National VITAPHONE Pictures

FIRST NATIONAL

FROM THE CENTER OF THE WORLD'S GREATEST STAGES COME THESE

NEW FACES

$6.60 personalities — names that have made ticket speculators rich — are yours in this great FIRST NATIONAL-VITAPHONE group. Known from one end of the earth to the other. Famous through radio, stage and records. Such glittering personalities as have filled the largest theatres in the world in some of the biggest attractions the legitimate theatre has ever known, are coming to you via FIRST NATIONAL.

MARILYN MILLER

the greatest name in musical comedy—singer, dancer and gorgeous to behold!

IRENE BORDONI

Internationally famous Comedienne—known from Paris to 'Frisco—her name alone will fill every seat in the house.

JACK BUCHANAN

a sensation when he came over in "Charlot's Revue"—the handsomest man on the English musical comedy stage—He took America by storm with his voice, personality and dancing feet.

EDDIE BUZZELL

Just the mention of his name makes Broadway laff—now Main Street will howl over the funniest fellow on two feet.

JOE E. BROWN

star of "On With The Show"—Broadway musical star for years — he makes you laff as never before — a riotous comic who steals every show he gets.

LEATRICE JOY

fresh from her sensational vaudeville tour which took her to every hamlet and city in America. Leatrice Joy is an established favorite of the American public. You get all her stage fans and picture fans combined in First National's presentations.

ROLAND YOUNG

One of the best known leading men in the world—he'll bring wonderful stage training to First National-Vitaphone Pictures—the former star of "The Last of Mrs. Cheyney" and "The Queen's Husband" will give even greater performances in First National's hand picked stories.

and besides

PERT KELTON, musical comedy favorite
IAN KEITH, former stage star
CHESTER MORRIS, who starred in "Alibi"
RAYMOND HACKETT, who scored in "Mary Dugan" and "Madame X"
JACK OAKIE, vaudeville headliner

First National VITAPHONE Pictures

FIRST NATIONAL

FIRST NATIONAL

MUSICAL SUCCESSES

SALLY
color
With Marilyn Miller, Joe E. Brown, Pert Kelton ◀ ◀ ◀

Ziegfield's greatest hit with all the great songs and dances and comedy. ◀ ◀ ◀

PARIS
color
With Irene Bordoni, Jack Buchanan and atantalizing chorus

The biggest hit New York has known with all the original music and more besides. ◀ ◀ ◀

LITTLE JOHNNY JONES
With Eddie Buzzell and a great cast ◀ ◀ ◀ ◀ ◀

Geo. M. Cohan's great musical hit—"Yankee Doodle" songs and all. ◀ ◀ ◀

NO NO NANETTE
color
Musical comedy sensation with great singing cast ◀ ◀ ◀

Atlantic City background and girls! Girls! Girls! Gorgeous Girls!

THE SONG OF THE FLAME
color
Biggest of the musical extravaganzas ◀ ◀ ◀ ◀ ◀ ◀

A specially selected cast of singers and dancers will bring this to you. ◀ ◀

SPRING IS HERE
Will star Douglas Fairbanks, Jr. and the most beautiful chorus in Hollywood ◀ ◀

Great tunes, snappy dancers, and such delicious comedy. No wonder Broadway won't let it leave. ◀ ◀

THE LADY IN ERMINE
All Talking *color* All Singing
Another great Broadway stage success that broke the biggest records. ◀ ◀ ◀ ◀ ◀ ◀ ◀

First National
VITAPHONE Pictures

FIRST NATIONAL

VITAPHONE

FIRST NATIONAL will march to new conquests under The Star Spangled Banner—

VITAPHONE Pictures

THE FLAG OF ALL NATIONS

Add to the supreme star, story and production values of First National pictures the first, finest and most famous of all sound accomplishments— VITAPHONE—and you have the most wonderful buy.

Every First National picture will be 100% Vitaphone. Every First National star will be two stars in one. When stars like First National's speak via Vitaphone, the whole world listens.

THE BEST

In the minds of America's millions sound is VITAPHONE. In the hearts of America's millions FIRST NATIONAL PICTURES and FIRST NATIONAL STARS have been rooted deep by eleven years of glorious achievement. By this union of FIRST NATIONAL and VITAPHONE, you attain the pinnacle of box office power.

ADVERTISING

Two million dollars spent in nation wide advertising has made the name VITAPHONE a money maker in itself—and RADIO—weekly broadcast through twenty-seven stations—has told and is still telling—sixty-five million people about FIRST NATIONAL-VITAPHONE pictures fifty-two times a year.

THEME SONGS

Every First National picture will have a great theme song published by M. Witmark and Sons and every First National theme song will be broadcast to the far corners of the nation via the popular VITAPHONE RADIO HOURS and through the great VITAPHONE PICTURES to come.

COMPOSERS

Today seventeen song writers with some of the most famous hits to their credit, are writing the songs for FIRST NATIONAL-VITAPHONE PICTURES right on the lot. Such songs as "Lilac Time," "Weary River," "Some Sweet Day," "Lady Divine," "I'm Thirsty for Kisses" are products of these great men. Imagine what they will do now for the greatest product in history.

FIRST NATIONAL WILL PRESENT THESE

7 TECHNICOLOR ROADSHOWS

COLLEEN MOORE IN "FOOTLIGHTS AND FOOLS"
With Raymond Hackett of "Madame X" and "Mary Dugan"—directed by William Seiter, music, drama and COLOR.

MARILYN MILLER IN "SALLY"
Supported by Joe E. Brown, Albertina Rasch Dancers, Pert Kelton and a great cast. COLOR.

RICHARD BARTHELMESS IN "THE SON OF THE GODS"
By Rex Beach, will have most colorful Oriental background—made to surpass anything Dick has ever done—and COLOR.

THE SONG OF THE FLAME
In COLOR, the greatest musical extravaganza of the age will surpass anything ever done in picture history.

IRENE BORDONI IN "PARIS"
With Jack Buchanan—and COLOR.

NO NO NANETTE
Holds more records than any musical comedy ever written. All the original music—great cast and COLOR.

THE LADY IN ERMINE
COLOR—ALL SINGING—ALL DANCING—The musical sensation of Broadway for two years, will be among First National's finest.

8 SPECIALS

RICHARD BARTHELMESS
In a big story—by a big popular author—with 100% talking and a theme song that will be as big a sensation as "Weary River."

B A C K P A Y
Fannie Hurst's great story—a love tangle drama that will grip the hearts of America's women. To be made with a big cast headed by

CORINNE GRIFFITH

A MOST IMMORAL LADY
Which starred Alice Brady on Broadway for two seasons will come to you with Leatrice Joy, Walter Pidgeon, Sidney Blackmer, star of the current N.Y. success "Mima."

"THE GREAT DIVIDE"
The most popular American drama will come to you with Dorothy Mackaill, Ian Keith, Myrna Loy, Claude Gillingwater, Roy Stewart, George Fawcett, Creighton Hale.

B I L L I E D O V E
In either a big play or story. First National will claim leadership on this Dove special.

"LITTLE JOHNNY JONES"
George M. Cohan's great musical. Will star Eddie Buzzell—funniest man on two feet—and a group of motion picture favorites.

CORINNE GRIFFITH
In one of the most colorful stories ever written. Title yet to be decided.

"ISLE OF LOST SHIPS"
Strangest story of the Sargasso sea will have Virginia Valli, Noah Beery, Jason Richards, Jack Ackroyd.

20 SENSATIONAL BOX-OFFICE HITS

B I L L I E D O V E
in
3 outstanding successes.

DOROTHY MACKAILL
in
4 specially selected vehicles.

H A R D T O G E T
By Edna Ferber.

Q U E E N O F J A Z Z
By F. Scott Fitzgerald.

WOMAN ON THE JURY
From the great play.

And one other.

F A S T L I F E
With Douglas Fairbanks, Jr., Chester Morris of "Alibi", Loretta Young and powerful cast.

A L I C E W H I T E
will make
4 picked to show off her box office style.

THE GIRL FROM WOOLWORTH'S
A new angle on the musicals.

PLAYING AROUND
By Vina Delmar, who wrote "Bad Girl" and two others in the jazz style.

THE CARELESS AGE
Based on the great play "Diversion". With Douglas Fairbanks, Jr., Loretta Young, Carmel Myers, Holmes Herbert.

L O O S E A N K L E S
From the Broadway play that holds the record for laffs.

T H E F U R I E S
Zoe Akin's great play will introduce Leatrice Joy talking and singing.

THE FORWARD PASS
Will be timed for release at the height of the football season and will feature Douglas Fairbanks, Jr. and Loretta Young.

T H E D A R K S W A N
This great book will be a greater picture with Lois Wilson talking for the first time.

S P R I N G I S H E R E
The current musical comedy sensation will put Douglas Fairbanks, Jr. in the starring class. Singing, Talking and such Dancing!

IN THE NEXT ROOM
Looks like the finest talking melodrama ever made—roll all the others into one and you have a sample of what this will give you.

ON THE RIVIERA*
Will show off the jazz life of the continent—against beautiful French and Italian setting this one can't miss.

*Temporary Title

35
First National
VITAPHONE Pictures
TALKING - SINGING -
COLOR - - ALL POWER-
FUL PRODUCTIONS
FOR 1929 - '30

Stars — Stage Stars — Great Stories — Musical Comedies — TECHNICOLOR—VITAPHONE—35 Roadshow pictures— the greatest gold mine of box office assets ever assembled under one banner.

FIRST NATIONAL

is backed by the greatest resources in the world—Unlimited possibilities for leading motion picture company in the world—Sound, economic and showman principles will guide us to carry your theatre to unheard of records, untouched heights of profits. ▲ ▲ LET'S GO to new heights of leadership with FIRST NATIONAL in 1929-30!

TO NEW HEIGHTS IN LEADERSHIP WITH

FIRST NATIONAL IN 1929-1930!

—and

"TWIN BEDS"

the funniest--most hilarious comedy of married life made to date — 100% TALKING SINGING—a whole musical comedy production—JACK MULHALL, PATSY RUTH MILLER — AND THE FIRST NATIONAL Chorus—

See for yourself at any F. N. Exchange